

ENLISTED RETENTION TASK FORCE



WORKING GROUP-III
INCENTIVES AND MARKETING
CONFERENCE-III (8 JUNE 2000)

1. CMC OUTLINE A FY-01 RETENTION CAMPAIGN PLAN

- Maximize visibility and participation at all MMEA Command/Retention Assist Visits
- Marine Corps Career Fairs aboard all installations annually
- Civilian Career Fairs include active Career Planner representation
- Retention Brief to all Career Schools and courses
- Mandatory TAP/TAMP for all separating or retiring Marines

2. INCREASE THE NUMBER AND SELECTION OF SCHOOL SEATS

- Jump School seats allotted to be used as tools to sway the Marines on the edge
- More Jump School seats made available each FY by assigning additional instructors to Jump School
- FMF recommend to Working Group-III, additional schools/courses that can be used as reenlistment incentives

3. GRANTING LIBERTY IN RECOGNITION OF REENLISTMENTS

- Recommend Commanders use the authority to grant liberty in recognition of the commitment Marines make while reenlisting

4. HARD CHECKS BE MADE AVAILABLE FOR BONUSES

- Tangible benefit that makes a mark on those receiving and witnessing
- M&RA/CMC will have to fight this battle

5. INITIATE AGGRESSIVE ADVERTISING CAMPAIGN

- Develop a marketing strategy and budget that will support targeting FTAP and Mid-Level Career Marines
 - Formally task J. Walter Thompson before 10 June 2000 formally
 - Develop 'Retention Package' that can be directly mailed to all Marines, two years prior to their EAS
 - Commit additional funds allotted, present budget will not support

6. ELIMINATE 90 DAY TO SELL BACK POLICY FOR LEAVE

- This is already in effect and was released in message DTG 131500ZDEC99
- Publish information in MARADMIN to get this word out

7. ALL FTAP INCENTIVES SHOULD BE INTRODUCED BEGINNING OF FY

- In FY-00, Jump Seats were introduced as incentives in the middle of the FY
- This was done to act immediately on an idea from the FMF
- Incentives will continue to be introduced at the beginning of the FY



SAVED ROUNDS?